

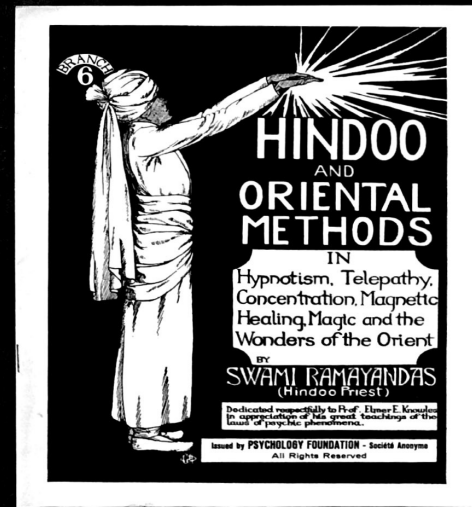
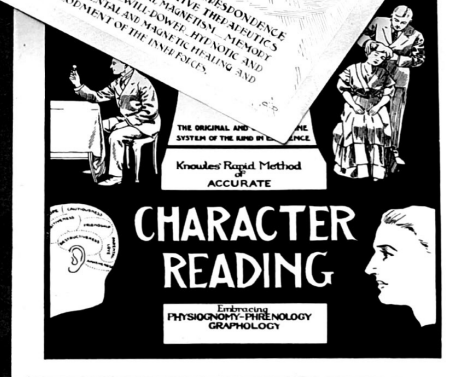
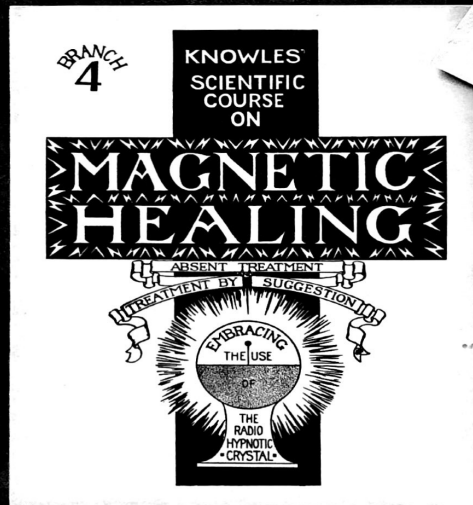
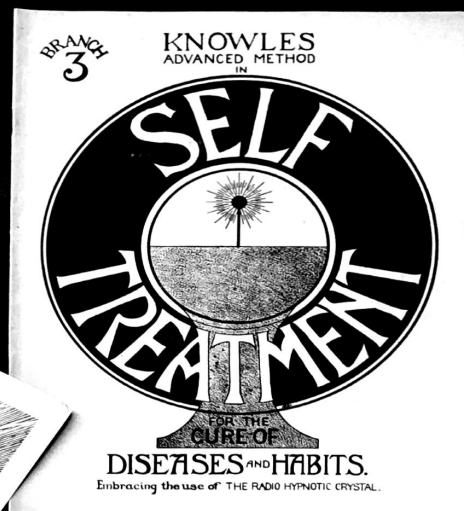
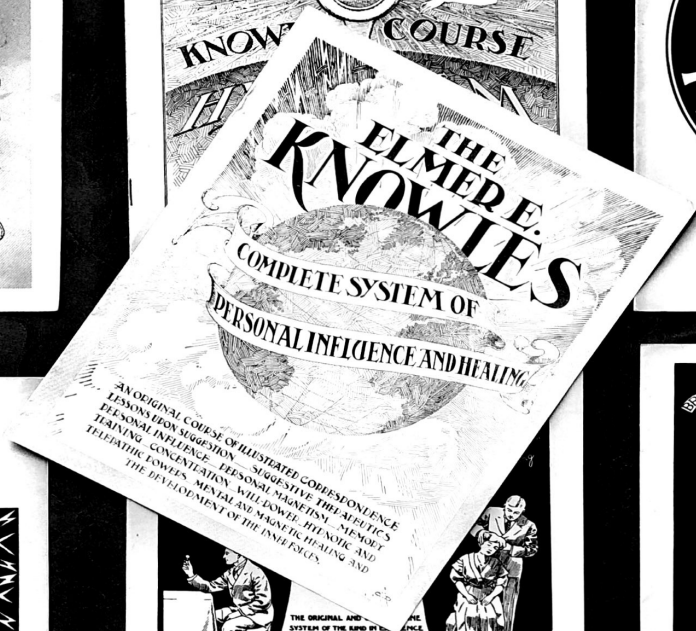
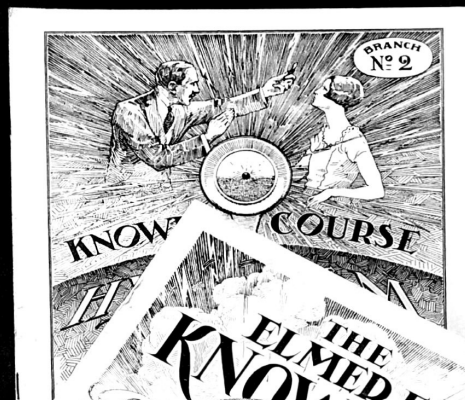
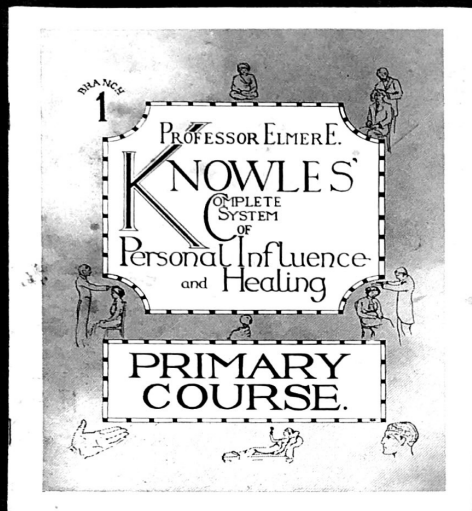
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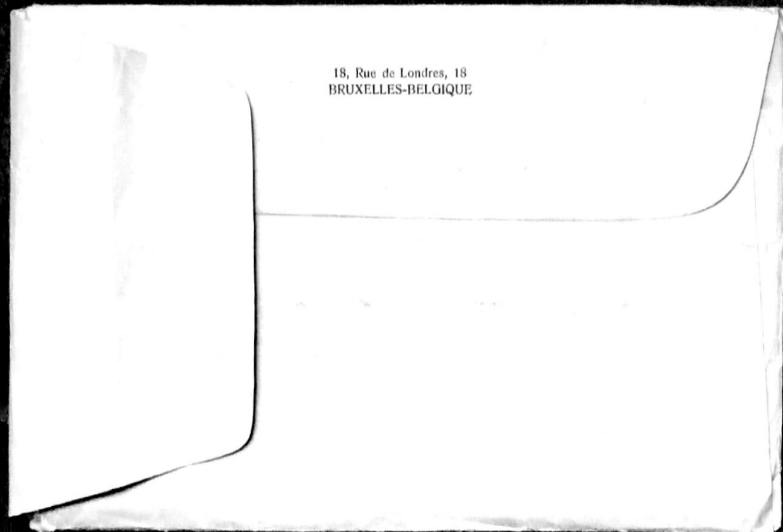
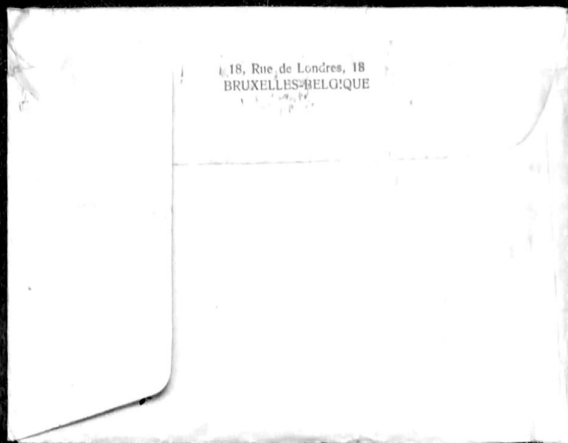
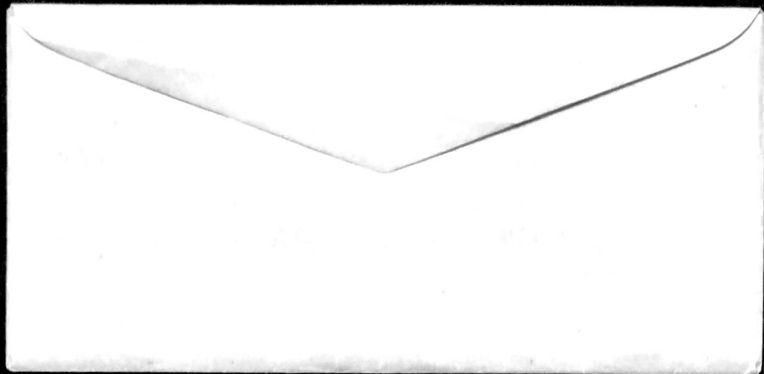
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It cannot be gainsaid that Mind Force is omnipotent in the overcoming of all difficulties and this System to which I have devoted the best that is in me comes to you as a message of great hope for the solution of your problems and your difficulties through the use of your inherent inner faculties. Never was a student more privileged than now, never was a day more momentous with

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We cannot all hope to be supreme in the World but each one of us stands as good a chance as his neighbor to be a little above the ordinary, which "little" has a sound realizable value. It is in the acquisition of this "little more" that the ENCYCLOPEDIA OF PSYCHOLOGY helps the experienced and the tyro alike, thus enhancing the realizable value of the reader. The many splendid photographs of the actual authors of the various articles, give just that "personal touch" which enables the reader to know their personal aspect, thus giving greater respect and confidence in the views expressed.

In view of the fact that your name is on the registers of Psychology Foundation, a Special Discount is offered you in respect of the price of the ENCYCLOPEDIA. The usual price for this work is 40/- (forty pounds), but the special discount of 20% to registered correspondents of Psychology Foundation, makes the price to you of the ENCYCLOPEDIA OF PSYCHOLOGY only 32/- (thirty-two pounds). I fully believe you will appreciate, in very small sum compared with the immeasurable benefits consequent upon perfect knowledge of psychology.

No. 140.

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Students making application for the supplementary lessons are requested to first carefully study and practice the lessons as set out in the Complete System, after which application may be made for each of the following supplementary lessons:

No. 1. Special Instruction Upon the Use of Post-Hypnotic Suggestion; containing the following lessons:

1. Preliminary Remarks.
2. Consciousness an Important Factor.
3. The Importance of a Good Beginning.

No. 141.

Special Notice to Subscribers of The Knowles System of Personal Influence and Healing

A description is given hereunder of the SUPPLEMENTARY SPECIAL LESSONS supplied FREE of charge to all subscribers of THE KNOWLES SYSTEM OF PERSONAL INFLUENCE AND HEALING.

Students making application for the supplementary lessons are requested to first carefully study and practice the lessons as set out in the Complete System, after which application may be made for each of the following supplementary lessons as the student may require.

No. 1. Special Instruction Upon the Use of Post-Hypnotic Suggestion; containing the following lessons:

1. Preliminary Remarks.
2. Consciousness an Important Factor.
3. The Importance of a Good Beginning.
4. Confidence and Persuasion.
5. The Importance of a Good Beginning.

6. Concentration - Exercise No. 2.
7. Retention - Exercise No. 2.
8. Retention - Exercise No. 2.
9. Retention - Exercise No. 2.
10. Retention - Exercise No. 2.
11. Retention - Exercise No. 2.
12. Retention - Exercise No. 2.
13. Retention - Exercise No. 2.
14. Retention - Exercise No. 2.
15. Retention - Exercise No. 2.

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PSYCHOLOGY FOUNDATION

18, Rue de Londres,
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S. W. N. S.

Dear Student,

It is with a feeling of great pleasure that my System of Personal Influence and Healing is herewith sent to you and I think it advisable to accompany it with these few words of counsel, born of many years' experience in training thousands of students in the application of Suggestion and Practical Psychology to the everyday affairs of Life.

It cannot be gainsaid that Mind Force is omnipotent in the overcoming of all difficulties and this System to which I have devoted the best that is in me comes to you as a message of great hope for the solution of your problems and your difficulties through the use of your inherent inner faculties. Never was a moment more propitious than NOW : never was a day more pregnant with possibilities than TO-DAY, if you but will it so.

It is because of my belief in the enormous creative and reconstructive powers latent in all of us that I stress the worth of studying the Science of Suggestion and Applied Psychology, on which this System is based. You will perhaps wonder at my persistence on the necessity of enlisting your will — the Captain of your Mind Forces — as your truest ally in your fight for better things. It must always be your endeavour to discipline that restless crowd of impulses, often conflicting and contestant, which stand in the way of the realisation of your ambitions, and to enthrone your Will — your inner Self — as master.

Be assured that you have concealed within yourself, an ideal Self, and it must be your work to become actually what you are potentially. Failure does not take place in the outer world of circumstance, but in the inner world of Self. Self is the real centre of your War. Nothing can ever happen by chance; every action or state — Success or Failure, Happiness or Unhappiness — must follow a Thought-product of the mind. As the glorious Bard of Avon sang : " There's nothing good or bad, but thinking makes it so. "

Faith and determination are absolutely necessary for success in any undertaking, be it ever so insignificant. Make up your mind, at the very outset, that in studying this System, you will allow nothing to interfere with your success. Particular attention should be given to the instructions contained in the System, as a correct understanding of how to study and to practise is very requisite. Too much importance cannot be attached to the little things, and to what, at first, may appear unnecessary exercises, each one of which has been very carefully thought out as a means to an end.

Take up your work with the earnest Will to succeed. Do not expect remarkable results at the very beginning. Cultivate an implicit faith in the

S. W. N. S.

System and in its proved possibilities and resolve to throw of the tentacles of Impatience. Be persistent. Be pertinacious. Be thorough. Keep steadily before you the great advantages which are enjoyed by the person who has a thorough knowledge of the mental sciences. If you do so — if you adhere strictly to the directions contained in the System — I feel every confidence that I shall receive from you a very favourable report as to your progress.

Should you find any exercise which may not be quite clear to you, please do not hesitate to write to me immediately, because only by so doing, do you give me the opportunity of holding out a helping hand to you. It is always my pleasure to answer enquiries from my students and to lend them every possible assistance to ensure success.

It is not my intention to utilise this letter as a vehicle for further instruction or advice, for I feel that this System is, within itself, complete, but I do wish to emphasise that my work on your behalf is, in no wise, terminated by the despatch of the Complete System, though it places you in possession of a practical method, through which thousands of other students are accomplishing marvellous things.


No one recognises better than I do the fact that many of my students have certain personal requirements with which it is impossible to deal in a System intended for general circulation and it is for this reason that I have devised my Supplementary Special Lessons, the aim of which is to develop the greatest possible mental efficiency, to eradicate undesirable traits of character and generally to enable the Mind Forces to reach full fruition.

The supplementary Special Lessons in Memory Training, Concentration, Will-Power, Self-Control, Self-Analysis, Force of Character, etc., etc., some of which should be found applicable to your purely personal problems, will be sent to you without any additional charge of any kind, as soon as you have advised me that you have fruitfully assimilated at least some of the teachings laid down in my Complete System. Likewise the Lessons on the Use of Suggestion in the Correction of Children's Faults and Failings will be supplied free on request to parents and guardians who are already subscribers to the System.

When making application for these Supplementary Special Lessons, please indicate the branch in which you are most interested. I do not insist on your having absorbed all of the matter contained in my Complete System before proceeding with the Supplementary Lessons. As soon as you can honestly make me a satisfactory report of your progress, as soon as you think that you have been sufficiently successful — even with some of the minor experiments only — please so advise me, and I will send you such further helpful Lessons as your special circumstances may demand.

In the confident expectation of receiving a gratifying report from you at no very distant date, I remain, with kind regards.

Very sincerely yours,



S. W. N. S.

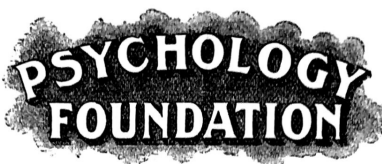
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Dear Student,

Particular notice has been taken of your answers to the questions as set out on the order form which accompanied your enrolment for the Complete System of Personal Influence and Healing. For the sake of lucidity I will deal with them as enumerated.

With regard to Memory and Concentration (realising the great need of many of my students for special instruction concerning the development of these most important faculties) I devised a system of Supplementary Lessons. As you will see from details on the accompanying form No. 131. Supplementary Lesson No. 3. deals exclusively with the Development of Memory and Power of Concentration.

This Supplementary Lesson will be sent you free of charge, and without any obligation on your part, just as soon as you can make me a satisfactory report of your progress. You will appreciate from this that I do not wish to "CROWD" you. I want you to feel that I am here to be of real help to you.

Robust health and your desires CAN each be achieved. I will go further and say they WILL be achieved. For I realise that you are a person who, when set on reaching a definite goal will allow nothing to interfere with your ambitions. All you need is a guiding hand to show you the road. That guiding hand (as evidenced by the results obtained by thousands of my students) is the lessons contained in the Complete System of Personal Influence and Healing. Study it well, and I can confidently predict that no reasonable desire of yours need remain unfulfilled, nor the accomplishment of any rational thing remain long in abeyance.

I thought fit to treat upon such matters as the Control of Temper, Conversational Powers and Self-Confidence also in a Supplementary Lesson, details of which you will find on the accompanying form No. 131, lesson No. 4. This Supplementary Lesson in its entirety deals exhaustively with Character-Building, Self-Analysis and the development of the Will-Power, this lesson will be forwarded upon request as enumerated above.

The problems of favourably impressing people on short acquaintance, and of being able to gain your wishes in spite of opposition are of the utmost importance to your ultimate success in life and I commend to your earnest attention PARTICULAR study of Branch 2, of the Complete System, paying special attention to my instructions and remarks anent Personal Magnetism and Personal Influence.

In the confident expectation of receiving a gratifying report from you at no very distant date, I remain, with kind regards.

Very sincerely yours.

A handwritten signature in dark ink, reading "Elmer E. Knowles". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Steno. S.Q.
Encl. Cir. 131

Department of Instruction.
PSYCHOLOGY FOUNDATION, S.A.

Private Office of
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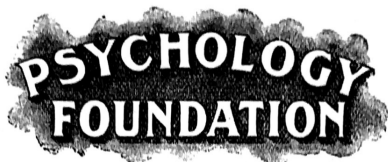
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Dear Student :-

May I be permitted to digress for a moment from the subject of your success and turn to the equally important matter of the preservation and advancement of the affairs of Psychology Foundation.

I am sure you fully appreciate the special terms extended whereby you were enabled to procure the Complete System of Personal Influence and Healing at a very nominal cost; and you will recall that in my first letter I explained that such an offer was made possible by reason of the prospect of interesting a few of your acquaintances in the system at the full fee of tuition.

In order to facilitate the execution of your part of the agreed programme, I am enclosing herewith a few "Announcements" which please hand or post to persons of your acquaintance whom you believe to be interested in psychological matters.

This is the only effort I ask you to make in return for the special price allowed, and I feel assured that the distribution of The "Announcements" will receive your prompt and conscientious attention.

Please do not send us the names and addresses of people you may think are interested, as we only send the free book to people who themselves write to us direct. If you send or hand these announcements to those you think would be interested then they can write direct to us.

I have specially marked the coupons of the enclosed "Announcements" in order that I may know that the senders are acquaintances of yours and thereby be able to trace and give due appreciation to the results of your efforts.

Be assured that at no time will your name be mentioned when communications are sent to those of your acquaintances who reply to the "Announcements".

Likewise, I would appreciate having you treat the matter of the price quoted to you for the System as purely confidential.


With continued good wishes for your success and assuring you of my prompt and best attention to any communication which you may direct to me.

Sincerely Yours,

Steno F.R.N./2.

A handwritten signature in dark ink, reading "Elmer E. Knowles". The signature is written in a cursive style with a long, sweeping underline that extends to the right.

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Students making application for the supplementary lessons are requested to first carefully study and practise the lessons as set out in the Complete System, after which application may be made for such of the following supplementary lessons as the student may require.

No. 1. Special Instruction Upon the Use of Post-Hypnotic Suggestion; containing the following lessons:

Preliminary Remarks.
Conscience an Important Factor.
The Importance of a Good Beginning.
Confidence and Persuasion.
The Realisation of Post-Hypnotic Suggestions.
How to Correct Vices.
Orientation of the Desires.
General Extension of the Fundamental Procedure.
Finale.

No. 2. Special Instruction for the Use of Suggestion in the Treatment of Children's Faults and Failings; containing the following lessons:

Introduction.
Childhood's Problems.
How to Impart Suggestion.
When the Child is Passive.
The Role of the Sub-Consciousness.
Sleeplessness in Children.
Infantile Nervousness.
General Principles.

No. 3. Special Lessons and Exercises for the Development of Memory, and the Power of Concentration; containing the following lessons:

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How Memory Works.
What Observation Means.
Concentration — Exercise No. 1.

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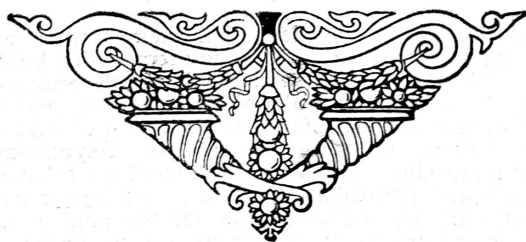
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Concentration — Exercise No. 3.
Retention — A Cardinal Attribute.
Retention — Exercise No. 1.
Retention — Exercise No. 2.
Retention — Exercise No. 3.
Recollection.
How to Remember Names.
Creating Visual and Phonic Photographs.
Necessity of Concentration.

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The Elementary Stages.
Character and Reputation.
The Elements of Character.
Humanity's Heritage.
Self-Analysis.
Will or Reason?
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What Defective Character Means.
The Nature of Rationalisation.
What Disassociation is.
Benefits Through Self-Analysis.
Defects of Character.
Defects of the Mentality.
Defects of Personal Influence.
Will-Power.
The Definition of Will-Power.
Doing and Resisting.
The Real Meaning of Will.
The Necessity of Sincerity.

No. 140.

**You Would Benefit
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You Would Benefit by the Treatment of a World-Renowned Psycho - Therapist !

In considering the periodic Reports issued by the Research Department of our Filing Section, we have been struck by the frequency with which Enrolled Students, Would-be Students, and Correspondents allude to some Malady or Disease, or some Mental or Physical Difficulty which they « feel sure would readily and rapidly yield to the scientific **personal treatment** of an experienced Psychic Healer.

Apart from other considerations, we welcome these confidences because they prove that the writers are alive to the very real sympathy which we feel in the personal welfare of all with whom we come in contact, and also our anxiety to extend every possible help to all who are eager to prove in **their own persons** the inestimable value of Applied Psychology.

We trust that those who have taken, or contemplate taking, the first step in a system of Self-Help which assuredly is without parallel in the World to-day, will continue to avail themselves of the aid which, at all times, we are only too willing to accord, so that seeming difficulties and barriers to progress may be swept away.

Now, frankly, the desire to place oneself in the hands of an expert Healer indicates : (1) That the enquirer is lacking in Self-Confidence, and (2) Has not yet grasped the fundamental truth that all normal persons possess (in a latent or dormant state) all the power necessary to obtain or regain Health and Happiness.

Such Self-Doubting, however, must not be taken as evidence of lack of progress on the part of those who are already Students ; nor as an indication that the enquirer — under proper tuition — cannot obtain the control over Mental and Bodily Ailments which comes with the acquire of Mind Mastery. Generally speaking such uncertainty is merely a passing phase, which instantly disappears with a fuller understanding of the principles underlying Applied Psychology.

Nevertheless, for those who feel that their further efforts would be strengthened, and their confidence in Psycho-therapeutics built-up so that they can go forward confidently to the attainment of full Success, and the actual realization of their cherished aims and objects, we have made an arrangement with Professor Alexander Erskine, the most distinguished and successful Psychic Healer in Great Britain to give Students of **Psychology Foundation** (or others bearing our introduction) personal treatment at a substantially reduced fee.

From the facts and particulars which we have before us it is evident that there are many who are experiencing considerable anxiety in regard to their health, condition, or circumstances, and who are convinced that their trouble would be quickly overcome could they obtain the services of a Psychic Healer of acknowledged standing and distinction. We hope, therefore, that all who view the matter from this standpoint will promptly avail themselves of this extremely advantageous opportunity, and so obtain the personal treatment and benefits which they so earnestly desire.

Speaking from experience we are confident that once they have passed this critical juncture they will be able to carry on and complete the development of their own mental forces without further trouble, and learn the secret of that Mental Mastery which will enable them to take control of all that pertains to the full realization of Life's potentialities.

All they have to do is to fill up the appended Form ; and we will send, per return, a **personal introduction** to Prof. Alex. Erskine, which will procure for them Consultation and Treatment at special terms.

As practically all Students of Applied Psychology are aware, Prof. Erskine is a Healer possessing phenomenal powers, which the Public Press have described as « miraculous ». We have, however, selected him to co-operate with us because, in addition to these extraordinary gifts, he possesses in a remarkable degree **sympathetic insight into all Mental or Physical Conditions**, and the rare faculty of discovering the hidden sources of all sorts of troubles.

He is, above all, a kindly, considerate, « large-hearted » man, of unerring judgment; and his appreciation of the innumerable difficulties by which his patients are beset borders on the incredible. No one — whatever may be the precise nature of his trouble — need have any fears or qualms in regard to either consultation or treatment, because Prof. Erskine's experience covers all phases of human maladies, and embraces cures extending from « shell shock » to blindness, and from « nerves » to chronic neurasthenia.

It is manifestly impossible in the space at our disposal to quote from even a small percentage of the laudatory Press notices which have appeared, or to give details of the cases in which Prof. Erskine has succeeded when the Medical Profession have frankly confessed themselves baffled and powerless. The following excerpts, however, taken from dated reports in prominent newspapers indicate that Prof. Erskine's reputation as a Psychic Healer is second to none.

Daily Express. July 7th 1913.

« Gertrude Yates was born blind, and educated at an L. C. C. School for the blind. A few days ago one of the L. C. C. inspectors took the little girl to Prof. A. Erskine, who is a professor of Psycho-suggestion. He effected so complete a cure that the child was able minutely to describe every object shown her by an Express representative at a distance of a dozen yards. »

(Seen again in the early part of 1926, Miss Yates' sight was described as perfect.)

The Clarion. Aug. 22nd 1924. (Leading Article by Robert Blatchford.)

... « The treatment of human ailments, moral and physical, by suggestion and hypnosis, though not new, has been lifted out of the tangle and obscurity of charlatanism and superstition, and placed firmly on a scientific basis. Hypnotism is no black magic it is a natural process. Spiritual phenomena are not fraud or illusion, they are scientific facts... »

Men like Prof. Erskine throw open to us new and splendid worlds... I am wondering what I shall learn next and what new vistas will open up before me in the boundless mysteries of Nature. »

The Clarion. Jan. 4th 1925. (Article by Robert Blatchford.)

« I have in my desk a letter from a young woman who was suffering from spinal meningitis and had been given up as hopeless by the doctors. She had one sitting with Prof. Erskine and she walked home. She is now well and strong, and writes to thank him for his marvellous help... What is the use of such words as incredible or impossible? Prof. Erskine is not a magician; he is an hypnotic doctor. »

Pall Mall Gazette. 26th June 1923.

« Prof. Alex. Erskine, the famous expert in Neurology and Psycho-therapy, has overcome every form of nervous disorder, obstinate cases that have refused to respond to any other method of treatment, such as shell-shock, melancholia, mental fears, insomnia, eyesight troubles, deafness, drug and drink habits, stammering, nervous dyspepsia, functional derangements, certain forms of paralysis, and many other evils. None has been more impressed by his success than the medical men who witnessed the amazing results of his methods in their patients. »

« ... He daily performs modern miracles of healing by the potent power of Suggestion. Some of these seem almost incredible, but, fortunately, they are substantiated in every detail, and there is not the shadow of a doubt that in certain cases he has caused the blind to see, the deaf to hear, and the paralysed to regain command of their movements. »

Westminster Gazette. 18th July 1923. (Quoted from report.)

« Faith was the acceptance of suggestion... healing power was not in reality in the person who inspired the suggestion but in the patient's own mind. »

Birmingham Gazette & Express. 18th July 1923.

« Mr Alexander Erskine lecturing on Mental Healing by the aid of Neuro-fogy, at Caxton Hall, Westminster, last night said that the twentieth century had furnished scientific evidence of the entity of the Mind... only foolish and ignorant people condemned the great therapeutic agent of suggestion. »

Daily Express. 18th July 1923. (Reporting Prof. Erskine's lecture at Caxton Hall.)

« The power to heal is increased because the patient's consciousness is free from all doubts and fears. »

Star. 23rd July 1923.

« Mr Erskine is simply a master of the Mind. He has made a profound study of the nervous system and of neurology. When the **Star** reporter called... he found two well-known London doctors were undergoing treatment for nervous breakdown. »

« The sister-in-charge is an example of his work. She suffered from an internal illness and two operations proved unsuccessful. By suggestion Mr Erskine restored the nervous activity of the stomach, and effected so complete a cure that her doctors could hardly believe their eyes. To-day many doctors send him patients. »

« Paralysis, delusional insanity, rheumatism, functional gastritis, drug habits, St. Vitus' dance, and many other serious diseases he is curing daily. »

Star. 11th April 1916.

« Only last week he (Mr Erskine) was called to the Battersea General Hospital in the case of a young woman who, after a serious operation, had almost continual attacks of sickness. Hypnotism was tried, and was immediately successful. »

« For eight months, Driver Martin, R.F.A. was apparently blind (as the result of shell-shock). Under hypnotic suggestion (by Prof. Erskine) the contraction of the muscles instantly relaxed. Martin, however, was still blind, and another powerful suggestion was given, and this resulted in the return of his sight. «

Daily Express. 11th Jan. 1918.

« ... A man who had been blinded since the battle of the Marne was cured... and has been able to see ever since. »

International Psychic Gazette. April 1916.

« Signorina Cesira Cattaneo... suffered from all the deep misery and despair of being totally blind, and now she sees. » (A remarkable cure effected by Prof. Erskine.)

Kelso Chronicle. January 19th 1917.

« Mr Alex. Erskine has already several wonderful cures to his credit. He has enabled several soldiers rendered blind through shell-shock, to see again, and even other injuries sustained in the exigencies of battle have been remedied by him. »

These few extracts put Prof. Erskine's extraordinary gifts far beyond debate; but we should like every student to feel that in him they have a friend — that is to say, one who **understands**, and is willing to **help**. Not only will they find him vividly interested in all that they do or feel; but they will realize instantly that he possesses to a remarkable degree that deep sympathy without which Success in the field of Applied Psychology is a sheer impossibility.

If, therefore, you feel that, at the present juncture, such aid will restore courage and self-confidence, and enable you to go forward with renewed hopes to the assured achievement of your most ardent wish, we strongly urge you — in your own interest, and, maybe, the interest of others — to take the simple step indicated above.

Finally, we trust that at all times you will keep in touch with **Psychology Foundation**, and let us know exactly what you have done, and what progress you have made.

Write us freely, frankly, and frequently. Your smallest trouble is our concern; your greatest success our joy.

Yours p. p. Psychology Foundation, S. A.,
Elmer E. KNOWLES,
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DEAR SIRs,

Kindly send me by return the Special Introduction referred to above, which entitles me, at a special and substantially reduced fee, to consultation and **personal treatment** by Prof. Alexander Erskine.

I append (at discretion) the following particulars, which may enable you to bring my case before him without loss of time.

Name :

Address :

Age : Married or Single :

Nature of Trouble or Troubles :

(State FULLY, but BRIEFLY)

How long have you been a student of Applied Psychology (or interested in the subject)?

Have you been previously treated by a Psycho-therapist, or received Suggestion Treatment?

What, in your opinion, was the result?

If, after Personal Treatment, Prof. Erskine strongly advises you to continue the development of your own Psychic or Mental Forces **under proper guidance**, are you prepared to enrol (if not already enrolled) as a Student of Psychology Foundation?

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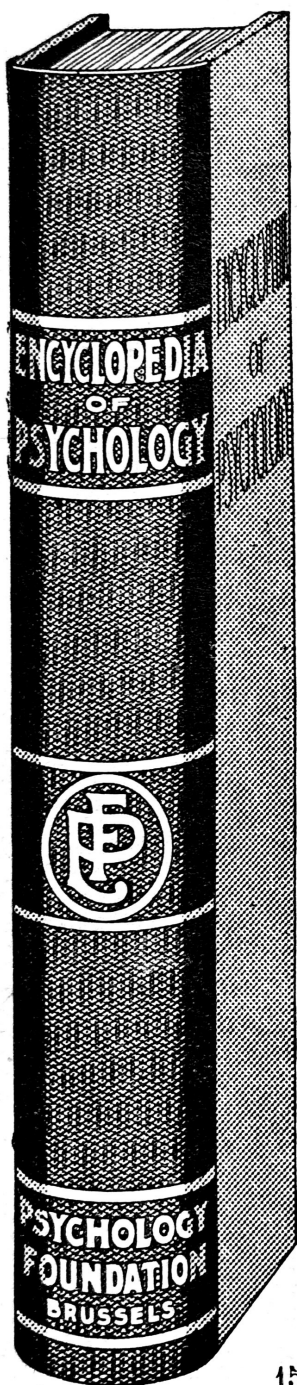
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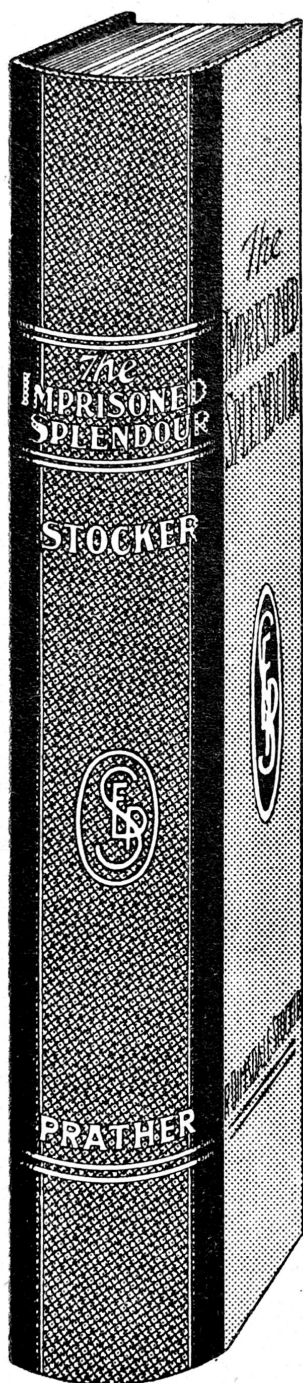
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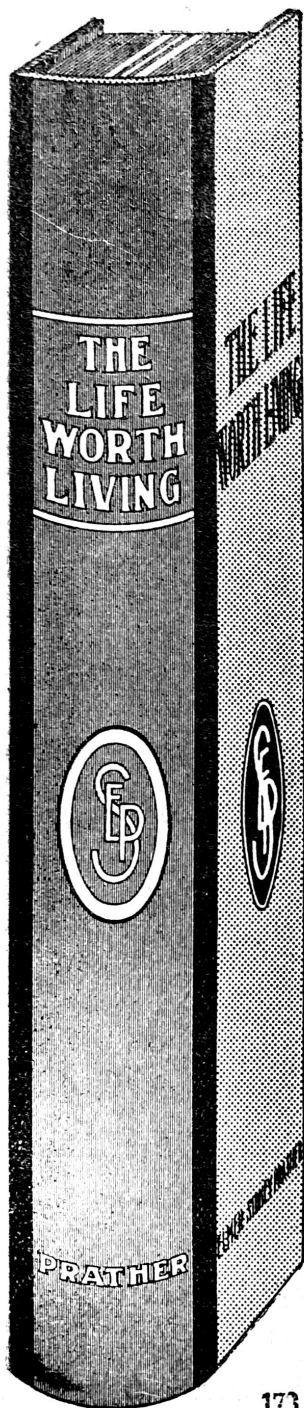
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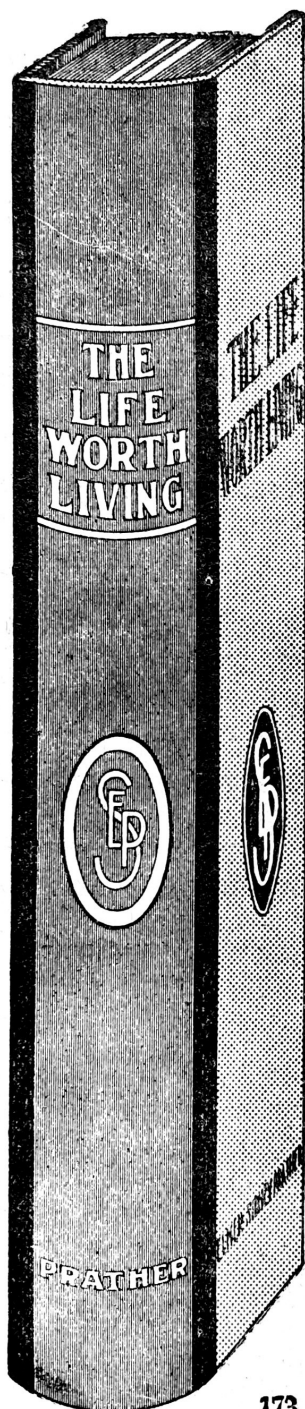
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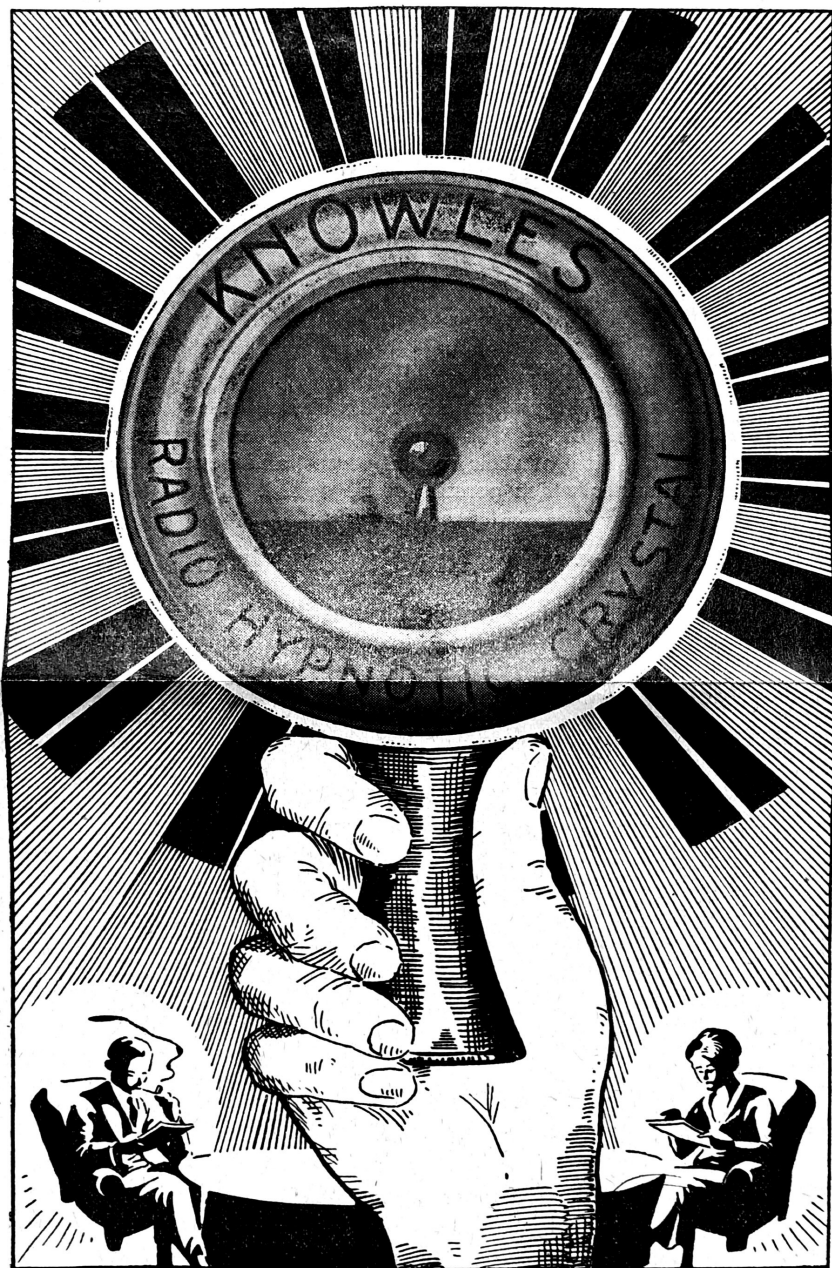
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Postage.

PSYCHOLOGY FOUNDATION, S.A.

18, Rue de Londres,

BRUXELLES,

BELGIQUE.



The Radio Hypnotic Crystal is an *absolute necessity* to the beginner in the practice of Suggestion, Hypnotism Co centration and Telepathy. It marks the difference between **SUCCESS** and **FAILURE** in the preliminary as well as in the advanced mental undertakings. The public is warned against the many worthless imitations offered under various fancy names. There is only **ONE** Radio Hypnotic Crystal

The Radio-Hypnotic Crystal

The Radio-Hypnotic Crystal is an instrument designed to work through the practical application of the recognised laws of Suggestion. Its employment enables a person to focus his or her attention upon the subject in hand, to the exclusion of all extraneous ideas. It aids in concentration and overcomes aberration of mind.

It has proven of great assistance to thousands of students in producing that passiveness and equanimity of temperament so essential in overcoming nervousness.

The Crystal operates to create the proper condition of expectancy not only in the mind of the operator or suggestionist but also in the mind of the subject or patient.

It does something which no other device of similar character has done. It enables those, who have studied other Systems and have failed, to obtain control of their mental forces, and develop their latent powers in a manner which permits of no denial.

No Connection with the Supernatural

Neither the Radio Hypnotic Crystal nor the Knowles System has any connection with Magic, Spiritualism, Devination, or Crystal Gazing. The System (with which is taught the use of the Crystal) is designed to teach by the simplest and surest method the scientific use of Suggestion.

In teaching thousands of students to successfully practise Suggestion, Hypnotism and Telepathy, the Crystal has proven to be of immeasurable benefit in overcoming lack of Self-Confidence and inability to Concentrate.

The Forces which it is sought to bring into operation through the use of the System and Crystal are not super-natural. In the lessons every statement made has definite and restricted reference to the enlightened use of those powers which every reasonable and sane being possesses in varying degree, and which are specifically recognised by scientists and medical men.

The Mechanical Construction of the Radio-Hypnotic Crystal

The Framework is composed of very highly polished aluminium, the double windows being made of mica. The centre pin and ball project above the level of the blue mineral mass which is imprisoned between the double windows. The Handle is fitted with detachable pedestal thus enabling the instrument to be held in the hand or, if required, to be placed in an erect position upon the table.

IMPORTANT NOTICE

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1. — **YOUR NAME and Address** IS ENDORSED ON OUR RECORDS AS **THIS LETTER** is addressed please **USE** (or refer to) the **SAME NAME and ADDRESS.**
2. — SEND remittances in the *CURRENCY* of your own country by *REGISTERED AND INSURED post*, obtaining a receipt which should be carefully kept for reference, otherwise, *NO RESPONSIBILITY* can be accepted by Psychology Foundation.
3. — *EACH ORDER IS HANDLED IN TURN.*
4. — The Complete System of Personal Influence and Healing is shipped by *Registered Post* and, while taking longer in transit, obviates the danger of loss. *TEN DAYS* are required for the preparation of your order; you should also allow the necessary time for a registered communication to reach us and a reply to reach you.
5. — The above, with *OUR GUARANTEE of Complete Satisfaction or Money Returned*, assures you of *FULL PROTECTION.*

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PSYCHOLOGY FOUNDATION, S. A.

Special Notice to Subscribers of The Knowles System of Personal Influence and Healing

A description is given hereunder of the SUPPLEMENTARY SPECIAL LESSONS supplied FREE of charge to all subscribers of the KNOWLES SYSTEM of PERSONAL INFLUENCE and HEALING.

Students making application for the supplementary lessons are requested to first carefully study and practise the lessons as set out in the Complete System, after which application may be made for such of the following supplementary lessons as the student may require.

No. 1. Special Instruction Upon the Use of Post-Hypnotic Suggestion; containing the following lessons:

Preliminary Remarks.
Conscience an Important Factor.
The Importance of a Good Beginning.
Confidence and Persuasion.
The Realisation of Post-Hypnotic Suggestions.
How to Correct Vices.
Orientation of the Desires.
General Extension of the Fundamental Procedure.
Finale.

No. 2. Special Instruction for the Use of Suggestion in the Treatment of Children's Faults and Fallings; containing the following lessons:

Introduction.
Childhood's Problems.
How to Impart Suggestion.
When the Child is Passive.
The Role of the Sub-Consciousness.
Sleeplessness in Children.
Infantile Nervousness.
General Principles.

No. 3. Special Lessons and Exercises for the Development of Memory, and the Power of Concentration; containing the following lessons:

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Strengthening the Memory-Faculty.
How Memory Works.
What Observation Means.
Concentration — Exercise No. 1.

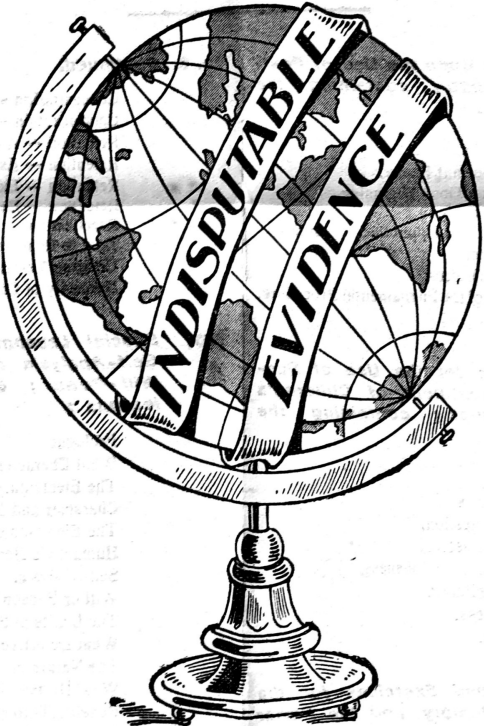
No. 3. Continued.

Concentration — Exercise No. 2.
Concentration — Exercise No. 3.
Retention — A Cardinal Attribute.
Retention — Exercise No. 1.
Retention — Exercise No. 2.
Retention — Exercise No. 3.
Recollection.
How to Remember Names.
Creating Visual and Phonic Photographs.
Necessity of Concentration.

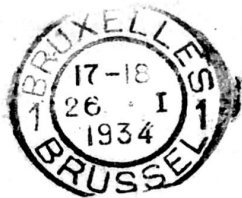
No. 4. Special Lessons In Character-Building, Self-Analysis and the Development of Will-Power; containing the following lessons:

Prologue.
What Character is.
The Elementary Stages.
Character and Reputation.
The Elements of Character.
Humanity's Heritage.
Self-Analysis.
Will or Reason?
The Limits of Self-Analysis.
What Defective Character Means.
The Nature of Rationalisation.
What Disassociation is.
Benefits Through Self-Analysis.
Defects of Character.
Defects of the Mentality.
Defects of Personal Influence.
Will-Power.
The Definition of Will-Power.
Doing and Resisting.
The Real Meaning of Will.
The Necessity of Sincerity.

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Egypt	Costa Rica						Canal Zone	Gambia
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Greece	Martinique						Paraguay	Latvia
Hungary	Porto Rico						Salvador	Malay
Iceland	Uruguay						Venezuela	Nicaragua
Liberia	Afghanistan						Albania	Persia
Morocco	Burma						Cochinchina	Serbia
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18, Rue de Londres, 18
BRUXELLES-BELGIQUE



Miss Elizabeth REYNOLDS.
20.St.Mary's Steps.
Bridgnorth. Shropshire.

ANGLETERRE.



MANGEONS DU SUCRE
LE SUCRE FAIT LA PAIX
LET MEER SUIKER WART
SUIKER BAAZ
HAGHE

Miss Elizabeth REYNOLDS,
20.St.Mary's Steps,
Bridgnorth, Shropshire.

ANGLETERRE.

of Instruction

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BRUSSELS.

Brussels, Belgium.

January 24th, 1934.

L.F.W./37-E.

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of Instruction

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BRUSSELS.

PSYCHOLOGY
ATION

ANONYME

Brussels, Belgium.

March 22nd 1934

ion, I am pleased to note that the System
ere is nothing to be added to my letter
to stress the importance of not permitting

is proof that you decided to begin the
for greater success, for real happiness and

direction, and if your present reaction
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and employ the MENTAL FORCES, which are the



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ELMER E. KNOWLES
SYSTEM of PERSONAL
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Standard Works on :
MEMORY, CONCENTRATION,
WILL-POWER, SUGGESTION,
Hypnotism, Personal Magnetism
and all Branches of Psychology.

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Department of Instruction

PSYCHOLOGY FOUNDATION

SOCIÉTÉ ANONYME

18, rue de Londres, Brussels, Belgium.

Tél. : 12.09.47

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WESTMINSTER FOREIGN BANK,
BRUSSELS.

Miss E. Reynolds.
Bridgnorth, England.

January 24th. 1934.

Dear Miss Reynolds:--

I.F.W./37-E.

Each day I have been hoping to hear from you, and must confess, am disappointed that a woman of your far-sightedness should fail to avail yourself of my most exceptional offer. What is deterring you? Why have you ignored such an excellent opportunity?

Have you quite grasped the urgent necessity, the cardinal importance of developing your most priceless mental faculties and hidden psychic reserves, your charm, attraction and fascination, to their maximum capacity? Life in every sphere is so intense, so ruthless, so relentless nowadays that only the fit survive at all, and only the very fittest can hope to attain happiness and prosperity.

Many prominent women owe their success to a striking, ingratiating, fascinating personality rather than to any outstanding ability. Yet, as you know well enough, the world is literally teeming with deserving, intelligent, well-meaning people who are doomed to failure, or at least terribly handicapped by their unimpressive, nondescript personalities, of which they themselves are totally unaware. They have to content themselves with some tedious, trumpery, hum-drum existence, day in and day out, year in and year out; they never make any appreciable headway because those upon whom their progress depends fail to recognise any promising characteristics in them.

These poor mediocre, every-day individuals are woefully ignorant of the secrets of Personal Magnetism, Personal Influence, Suggestion or Applied Psychology, so that those who can consciously exercise and direct these mighty forces immediately enjoy incalculable advantages in every respect over their fellow men and women. And bear in mind, most jobs in life -especially the big, highly-paid ones- look much more formidable than they really are. Those who have sufficient pluck and self-confidence to reach up for a higher position will usually discover within themselves the necessary capacity to fill it when the time comes!

Although the Foundation's exceptional ten-day offer has now expired, you need more time to reflect over these vital questions, consequently I have obtained permission to extend the previous special offer a further fifteen days after receipt of this letter by you. Surely you will appreciate this opportunity to secure the Complete System of Personal Influence and Healing, (six branches), as well as the Radio-Hypnotic Crystal for only £2. (28 Rupees), when

- 2 -

the customary price is no less than eight (112 Rupees).

Has it ever occurred to you what astounding things we can do when we just have to?... when we are literally "up against it"? A friend of mine found himself in the water a good two miles from shore. His boat had sunk and a quarter of a mile was certainly as far as he could swim; he had never even swum that far before. How on earth he kept on and on and on for those two awful, never-ending miles thoroughly mystified him. "I never dreamt I had it in me", he told me afterwards. "My despair gave me powers I little suspected."

Undoubtedly you know of similar instances, maybe you have actually encountered similar experiences. Doesn't this convince you that we all possess subconscious reserves, hidden strength which only dire emergency will call into action? Why not study my System and learn how to control and direct these all-powerful forces. how to make use of them instead of allowing them to rust and decay? Lean back and visualize the possibilities... there are practically no limits to what you might accomplish.

Are you perhaps inclined to doubt your own ability to apply the methods advocated in my System, and turn them to practical account? If so, you may rest assured that it has been specifically designed to enable any ordinary woman to utilise her mental powers and develop her psychic forces so that she may control herself, influence others and dominate her environment. These accomplishments constitute the very quintessence of success and happiness.

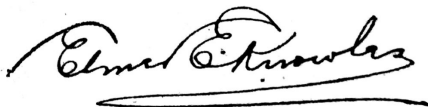
Maybe you are sceptical, questioning the very existence of Personal Magnetism, Personal Influence or Psychic Powers? Then may I remind you of the Foundation's "SUCCESS OR MONEY BACK" guarantee. We urge you to try - we GUARANTEE that you will succeed. Under these circumstances, to refuse even to try may well leave the door open to remorse and severe self-reproach. By thoroughly investigating our claims you incur no risk whatsoever, whereas who knows what you may be sacrificing by dismissing them arbitrarily?

Sit down and write to me today, returning the enclosed order-form and questionnaire accompanied by your remittance. If you cannot spare the full amount at the moment, just send a small deposit of five or ten shillings (Rupees) and I will set aside a Complete System and Radio-Hypnotic Crystal for you until the £2. (28 Rupees) is paid.

Let my System inspire you. However drab your life may have been hitherto, it will take on an entirely different hue. You could not possibly secure better dividends from such a modest investment.

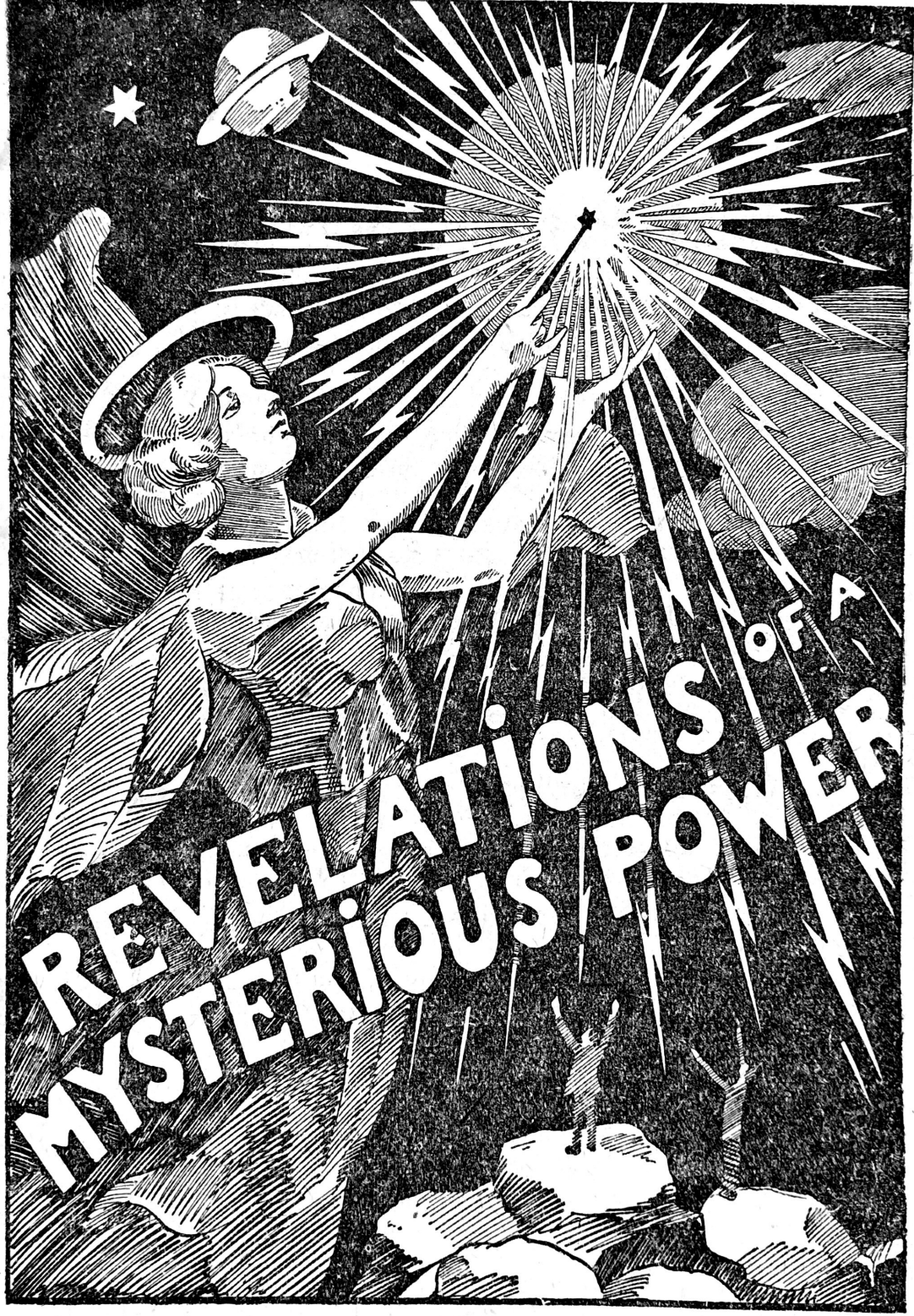
You will never regret having taken this step. If there is any obstacle in your way, write and tell me about it, please. Probably we can find some way of surmounting it.

Sincerely,



Dict. E.E.K.
Steno. 1.F.W./37-E.

Chief of Dept. of Instruction.
PSYCHOLOGY FOUNDATION, S.A.



OF A
REVELATIONS
MYSTERIOUS POWER

What Is Personal Magnetism?

**What is Behind the Power to Influence Others,
and the Ability to Compel Success. ?**

From the beginning of time, the strong have influenced or ruled the weak. Every age has had a new name or definition for the phenomenon; successive generations have asked themselves what is this force which endows certain people with the ability to control.

To-day we know that the dominant power is « Superior Knowledge » or Mind Force, and we have discovered the secret of its potency.

What precisely it *is*, we do not know; its effects, however, are being daily demonstrated.

Superior Knowledge the Key to Success

Why do certain men of apparently ordinary ability succeed, while others with positive talent fail?

Because the former know how to utilize their Mental powers.

What was it that enabled the Right Hon. John Burns to rise from a factory hand to the rank of Cabinet Minister?

How did Lord Kitchener control his Forces in such a remarkable manner?

What enabled Sir Thomas Lipton to rise from grocer's assistant to become the head of an enormous organization.

Sir Harry Lauder began life as a miner. Later, through his personality he drew vast audiences, and his salary became *greater than that of any Cabinet Minister*. How did he achieve this?

The Right Hon. David Lloyd George was at one time a solicitor in an obscure Welsh town, yet he became Prime Minister. How is this accounted for?

In 1880 W. T. Stead was an assistant on the « Pall Mall Gazette »; in a few years he was the world's most famous journalist. What enabled him to succeed?

What power did Richard Croker use to control the politics of New York?

Look up the histories of these men and you will find that they rose to their high and responsible positions through their ability to influence, mould, and dominate their associates and their circumstances.

That was their secret; they had learned how to develop and use their latent mental faculties.

Lack of Knowledge the Cause of Failure

You cannot afford to stand idly by and watch the progress of others. You cannot allow them to pass you in the race. You cannot become a mere spectator while other men are winning laurels and enjoying Success.

If you do not already possess it, you must obtain the knowledge which has enabled these men to forge ahead of all who are not properly equipped. You cannot win carrying an impossible handicap.

There are those, remember, who are counting on you; looking to you to « make good »; depending upon **you** for everything that makes life worth living.

Success is merely a question of equipment.

The man who does not understand Personal Magnetism, and the laws that bring Success, has no chance in the onward rush towards Prosperity and Affluence — struggle as he may, in the end he will be overwhelmed. Whether you are clever or merely of average ability, you cannot realize your ambition until you have grasped the principles which lie behind the application of your mental faculties to the problems of Life.

How often have you seen men of education and ability plodding along in obscurity, ekeing out a bare existence, when they could and should occupy responsible and well-paid positions?

Such people, almost invariably, are those who have no knowledge of *Personal Magnetism*, and all that it implies. They have not troubled to find out what is actually basic to Success. They have not bothered to investigate the cause of their own failure, or the success of others who, with less capacity, have gone to the top.

They have never realized that the Secrets of Success can be Taught.

A God-Send to all Who Learn it

Listen to a great preacher, note with what ease he can sway his congregation from laughter to tears; or to the accomplished orator who can play as he will upon the emotions of his audience. These men understand the laws which govern Personal Influence.

On the other hand, listen to those speakers whose utterances are powerless to arouse enthusiasm, or hold the attention. The discourse may be full of wisdom — but what is lacking? *Personal Magnetism*.

Their words fall still-born. They are not in touch with their hearers; there is no bond of sympathy; they are unable to « grip » those who are waiting to receive their message.

You have known or heard of the Salesman who never seems to succeed, who is continually complaining of hard times. He has been a salesman for years, but is always on the look-out for a new job. He has always « a lot of good schemes on foot » which never mature or yield definite result. He regards himself as unfortunate, or unlucky, or not appreciated. Actually, his trouble is that *he knows nothing of Personal Magnetism*. Possibly he has never even heard of it.

On the other hand you have seen the acute and successful salesman, whose vivid personality impresses you at once. He is keen, enthusiastic, teeming with good-nature, and always in good spirits. He dresses well, and radiates cheeriness.

Sometimes he is called « lucky », in reality he is simply a man who has got the secret of Personal Magnetism. *The Secret that you may learn, without long study, fatigue or expense.*

Inexhaustible Capital

Men like those we have last described, are, in nine cases out of ten, students of Applied Psychology and the Theory of Personal Magnetism. They have, in all probability, taken a Course of Instruction, and regard the knowledge thus acquired as their chief asset, their capital, their inexhaustible store of positive power.

The personality of such men makes them popular, facilitates their work, and, in a thousand unsuspected ways, carries them on to Success.

The average man, who has received proper instruction in Personal Magnetism and kindred subjects, is able to impress all with whom he comes in contact, and, by the enlightened use of his mental forces, to control himself, other people, and his environment. Before him lies SUCCESS.

Causes of Failure

Statistics prove that less than 10% of people fail through lack of Ability; while something like 90% miss success through Inactivity, Insincerity or *Misdirected Effort*.

That is indeed a strong commentary on the value of proper instruction in the development and utilization of those powers which, in varying degree, are possessed by all.

Every man is anxious to decrease Life's Risks, and to escape the lurking, ever-present Chance of Disaster. The only way in which it is possible to guard against misfortune — and at the same time open up the path to success — is to make full use of those special faculties upon which personal influence depends.

But how is this to be done?

Every man should obtain authentic and practical knowledge of those marvellous forces which enable him to face difficulty with confidence, and danger with renewed assurance.

Personal Magnetism is, possibly, the most valuable branch of Mental Science, because it gives « grip » to the man who has learned its secret, and has been taught precisely how the mental powers may be developed and how they may be properly employed.

Danger from Without

Minds are able to act upon each other without the intervention of the five senses. But all outside influences are not beneficial, and the great danger lies in an inability of those ignorant of Psychic Science to throw off the influence of those of their enemies who have acquired the use of this extraordinary force.

« No word in the English language should be used with more caution than *Impossible* », says the New York Journal. Wireless Telegraphy and the X-rays alone should convince us of this. Physical science shows us that, even within the bounds of our present knowledge, there are vast expanses of territory not yet explored.

Sound, Light, Electricity are all the product of atmospheric vibration, or of a subtler medium called ether. If the vibrations range in frequency from 32 to 32678 per second they cause sound. The more numerous the vibrations the higher and shriller the sound, until, finally, it becomes inaudible to the human ear.

Dumb animals detect sounds to which we, owing to the structure of our ears, are deaf. When the number of vibrations passes 2000 per second they become inaudible; when they reach 1,000,000 we identify them as Electricity. But who can say what comes between? Who shall say that, before long, a *Sixth Sense* capable of recording or interpreting the intermediate vibrations, may not be discovered?

Some are persuaded that this discovery has already been made, and cite Telepathy as a proof of the assertion.

At least it is reasonable to assume that, if there exist sounds which are inaudible, there are forces not yet fully comprehended. If some claim the ability to hear things of which others have no cognizance, intelligence demands that the matter be investigated, and that we satisfy ourselves of the truth of their statement. Whether or not we can give an explanation is immaterial. Less than two hundred years ago nothing was known of the nature or power of electricity. Ten years hence, telepathy, hypnotism and suggestion may be hourly used by all as vital necessities for the everyday affairs of life.

Already many people all over the world are using these mysterious powers — generally with beneficent

SO IT IS WITH PERSONAL MAGNETISM, OR APPLIED PSYCHOLOGY.

Instruction must precede the power to utilize the Mental Sciences.

For ordinary men and women a profound study of these subjects is not essential to success; a simple, sound, and practical correspondence system taught by a competent and experienced operator is all that is necessary. Deeper knowledge will come with practice.

Investigate this matter; look into it for yourself. Accept the word of no one who has not troubled to satisfy himself as to the reality and validity of the sciences referred to.

Say to yourself: « If there is anything in this for me, I shall assuredly obtain it. » Find out, and then translate your resolve to action.

It may mean a few hours simple and agreeable work, but in the end it will bring an abundant reward.

Convince yourself that « here is something of vital importance to me », and then act without delay. There is no virtue in delayed action, no point in omitting to do something which you realize will be beneficial in countless ways.

It is futile to « sigh for opportunity » when opportunity is already knocking at your door. *Seize your chance while it is still yours* — next week, next month, next year may be too late.

Here is Opportunity, Grasp it Now

You cannot doubt that you need additional power. If £1000 were used as a symbol of power would you refuse it? Of course not; simply because you know what £1000 could do for you.

If you would find out exactly what Personal Influence can do for you, you must investigate the claims

of the system which, in the opinion of thousands of students, occupies the Premier place. When you have done that, all doubts will vanish, and you will realize the value of Applied Psychology just as clearly as you now realize the value of a gift of cash.

Secure to-day this inestimable aid to Success, and you will already have placed your foot on the first rung of the ladder that leads to Prosperity and Happiness.

What Distinguished Men Think of Mental Science

Extracts from Recently Published Opinions Dealing with Hypnotism, Telepathy, Personal Influence and Suggestion

That Telepathy is now recognized as a positive reality is amply evidenced by the series of experiments recently conducted by two of the most advanced Thinkers and stimulating teachers of modern times, Professor Gilbert Muray, Regius Professor of Greek, Oxford University, and Lord Balfour, K.G., O.M., P.C., F.R.S., D.L.

Commenting on these experiments to the members of the Press, Lord Balfour said, "*What I urge everybody to remember is, that these experiments prove conclusively that there is a wholly unknown method of traversing space between two unconscious organisms*".

Professor Gilbert Murray, in his Presidential Address to the Society for Psychical Research, said, "*Telepathy is operating at every moment, and most people can obtain the same results, if they practise*".

Sir Oliver Lodge, the eminent scientist, in an Address to the London Press Club on the 28th February 1925, stated, "*I have investigated Telepathy and I tell you it is a reality*".

Sir William Barrett, the eminent Professor, Chief Founder and former President of the Psychical Research Society, in an interview with the representative of the "Yorkshire Post" on the subject of the Murray-Balfour experiments, said, "*Professor and Mrs. Sidgwick, Mr. Frederic Myers (author of the standard work, "Human Personality"), Professor Balfour Stewart and*

Professor Sir Alfred Hopkinson were personally convinced of the fact of Thought Transference".

Winifred Clara Culis, Professor of Physiology at the University of London, in a special contribution to the "Sunday Times" of the 21st December 1924, writes: "*Transmission of Thought from one individual to another without the intervention of the normal communicating mechanisms does seem to be a possible occurrence*".

Professor Charles Richet, one of the most eminent psychologists in Europe, in his notable work "Thirty Years of Psychical Research" (English Edition, page 134) writes: "*The results of investigations have been so carefully observed and with such scrupulous exactitude, that doubt is impossible*".

Professor Camille Flammarion, the distinguished French scientist, in a remarkable preface to a new work by Monsieur Henry Decharbogne, writes, as reported in the "Daily Mail" of the 15th December 1924, that, "*Transference of Thought has been recorded at all earthly distances*".

Healing

The constantly increasing number of Physicians and Scientists, in all parts of the world, who use Suggestion, Auto-Suggestion, Psycho-therapy in the treatment of innumerable diseases, and the amazing records of successful cases so treated, are unassailable proofs that Healing through the Mind is a scientific fact.

The following extracts from the opinions of world-famous thinkers indicate that this branch of Therapeutics is of recognized validity.

Dr. William Brown, Wilde Lecturer in Mental Philosophy, University of Oxford, speaking at the 1925 Conference of Oxfordshire Teachers, said: "*It is possible to apply mental treatment successfully in cases of bodily illness. Suggestion is extremely effective in various cases of nerve-trouble*".

The Right Reverend Dr. Hensley Henson, Bishop of Durham, in his Address to the Diocesan Conference, on the 14th March 1925, stated, "*It is difficult, perhaps impossible, to set limits to the power of Suggestion. Spiritual Healing merely means Mental Healing. Human nature contains within itself curative resources, which can be brought into play by Auto-Suggestion*".

Shaw Desmond, the well-known writer on Psychology, as quoted in the "Sunday Mercury" of the 25th January 1925, said, "*There are in England to-day hundreds of medical men, who are profound believers in the direct effect of Auto-Suggestion as a new healing medium to give hope to the hopeless. One famous Harley Street specialist, who, during the war, was a leading adviser to the Government, has told me, that he has systematically used Auto-Suggestion in some hundreds of cases, and that cases so treated show a marked advantage over those treated by the use of drugs.*"

The Rev. F. S. M. Bennett, Dean of Chester, speaking at a meeting of the Guild of Health, attached to the Church of the Sacred Trinity, Salford, on

the 21st January 1925, told his hearers, that, *"In healing of any sort, it is impossible to separate the sick body from the patient's mind"*.

M. Emile Coué, the renowned French Psychologist, lecturing, on the 20th December 1924, to the Royal British Nurses' Association, stated that the object of Applied Psychology was : *"to teach people how to heal themselves by the universal power of Auto-Suggestion"*.

Robert Blatchford, the celebrated journalist, in a contribution to the "Sunday News" of the 4th January 1925, referring to the work of Professor Alexander Erskine, the well-known specialist in Suggestive Healing, said : *"Suggestion is a recognized, respectable, and potent branch of medical practice. There are doctors who heal and cure without surgery and without medicine, and who achieve apparent miracles by Thought, that is, by Suggestion. Paralysis has been cured and sight has been given to the blind. I have, in my desk, a letter from a young woman, who was suffering from spinal meningitis and had been given up as hopeless by the doctors. She had one sitting with Professor Erskine and she walked home. She is now quite well and strong."*

Dr. A. Marie, the distinguished French Scientist and Professor, Chief of St-Anne's Hospital, Paris, interviewed by "Le Matin" in regard to the wonderful cures of M. Jean Baziat, declared, as published under date of the 30th January 1925, that *"there is nothing impossible in M. Baziat's claim. The influence of the mind over the body is well-known"*.

The Rev. George Jack, M. A., President for Scotland of the International Society for Applied Psychology, lecturing, on the 6th February 1925, at the Central Hall Edinburgh, said : *"I have seen the most hopeless cases cured. I know a lady who was suffering from cancer in the breast, and was given up by doctors. She took up the science of Applied Psychology, and now, she is one of healthiest women you could see. There are vast possibilities for every one of us that we have not yet sounded"*.

Speaking at the Cambridge Hall, Southport, on the 24th February 1925, Mr. Robert de Veré Stacpoole, the famous lecturer, said : *"Psycho-therapy, or healing through the mind, is the marvel of the age, I am very pleased to say that the medical fraternity is asking for the help of Suggestion. It will cure all functional diseases, will instil self-confidence, eradicate vices, and remould the character."*

The "Scotsman" — one of the most representative organs of public Thought in Great Britain — in an editorial, under date of the 15th March 1925, says, *"The wonders wrought by Suggestion, including Auto-Suggestion, have still to be brought into place as departments of human knowledge. There are marvels worked every day in our homes that, not so long ago, would have been set down as being utterly beyond credit."*

Personal Influence and Psychology

The Medical Correspondent of the "Times", in an article published on the 27th December 1924, writes : *"The truth would seem to be that the senses are no more than so many interpreters for the brain. They transmute the various influences of life into the mother-tongue, nerve force, vital force, call it what you will. This "power of personality", this influence, which a strong*

man exerts over weak men, varies greatly, and business men would do well to devote their attention to that mundane form of telepathy, since upon it largely depends their success in their enterprises. If their unknown senses are weak, they will assuredly miss opportunities and fail to exert influence at critical moments. Because we so greatly fear to believe in anything, which savours of the miraculous, we turn a blind eye to obvious fact, and the mighty force of personality is overlooked."

Lecturing at the inauguration of a branch of the British Psychological Society, in the Medical Institute, Birmingham, on the 13th January 1925, Dr. Hamblin Smith stated : "*It is quite clear that the newer psychological theories of the unconscious mind had an enormous effect upon our conceptions*".

Rev. Russel Baker, B. A., speaking at Lewisham, on the 13th January 1925, said : "*I could have hypnotised 25 people out of a hundred, and probably another 25 per cent. Everybody could do the same thing with the same knowledge, for we all possess the same power — it is the great law of suggestion.*"

These opinions, from distinguished thinkers in all vocations, should leave no doubt in the mind of the reader as to the positive potency of Mental Science or Applied Psychology, and should convince all who are seeking Success in whatsoever direction, that it is in the power of every man to go forward to the full realization of his ambition.

Slowly but surely, the whole world is discovering the profound truth of the statement that « Mind Rules », and that mastery belongs to the individual or race that has learned to utilize the inner forces.

The Development of Personal Influence

The Importance of Adopting the Right Method

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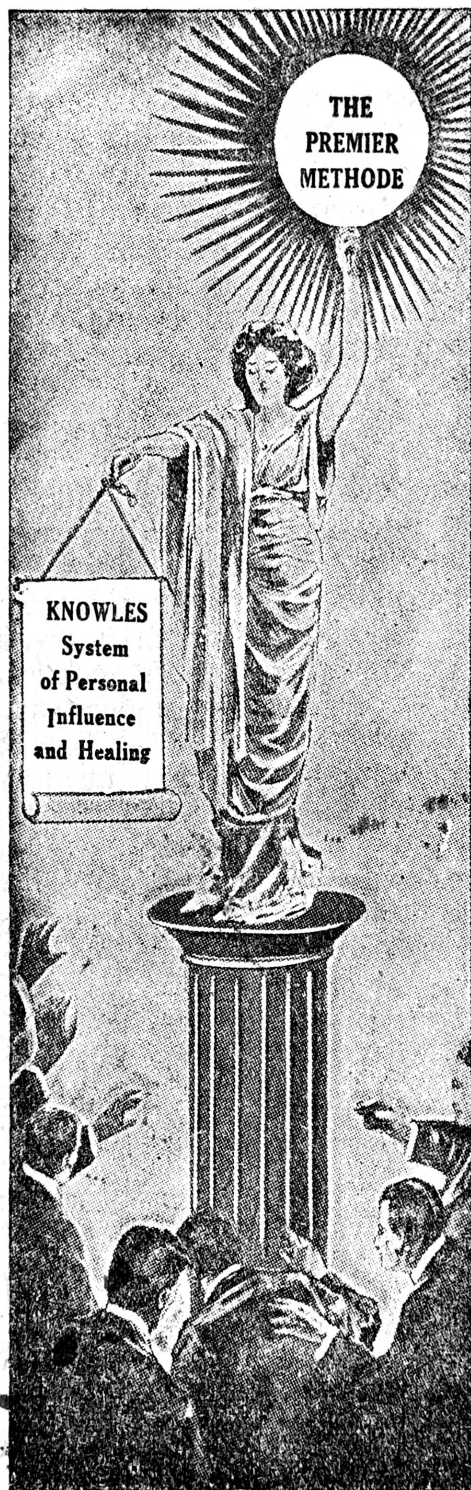
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March 22nd 1934

Dear Miss Reynolds,

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You have made a big step in the right direction, and if your present reaction against just "jogging along" results in quickening your thought and giving it right direction, you will soon be able to turn each hour and each day to profitable account - and your improvement, your benefit, and your satisfaction will not be ephemeral but permanent.

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In closing, let me assure you that I am at all times at your disposal for such additional advice as may be required by you in connection with your studies of the System. If you have not already availed yourself of the opportunity to procure and study the supplementary lessons described on the circular herewith, please apply for such lessons as you feel may be of benefit to you. As mentioned on the circular, students of the System can obtain these supplementary lessons free of charge.

With hope and expectation of receiving an encouraging report from you at an early date.

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PSYCHOLOGY FOUNDATION, S.A.,



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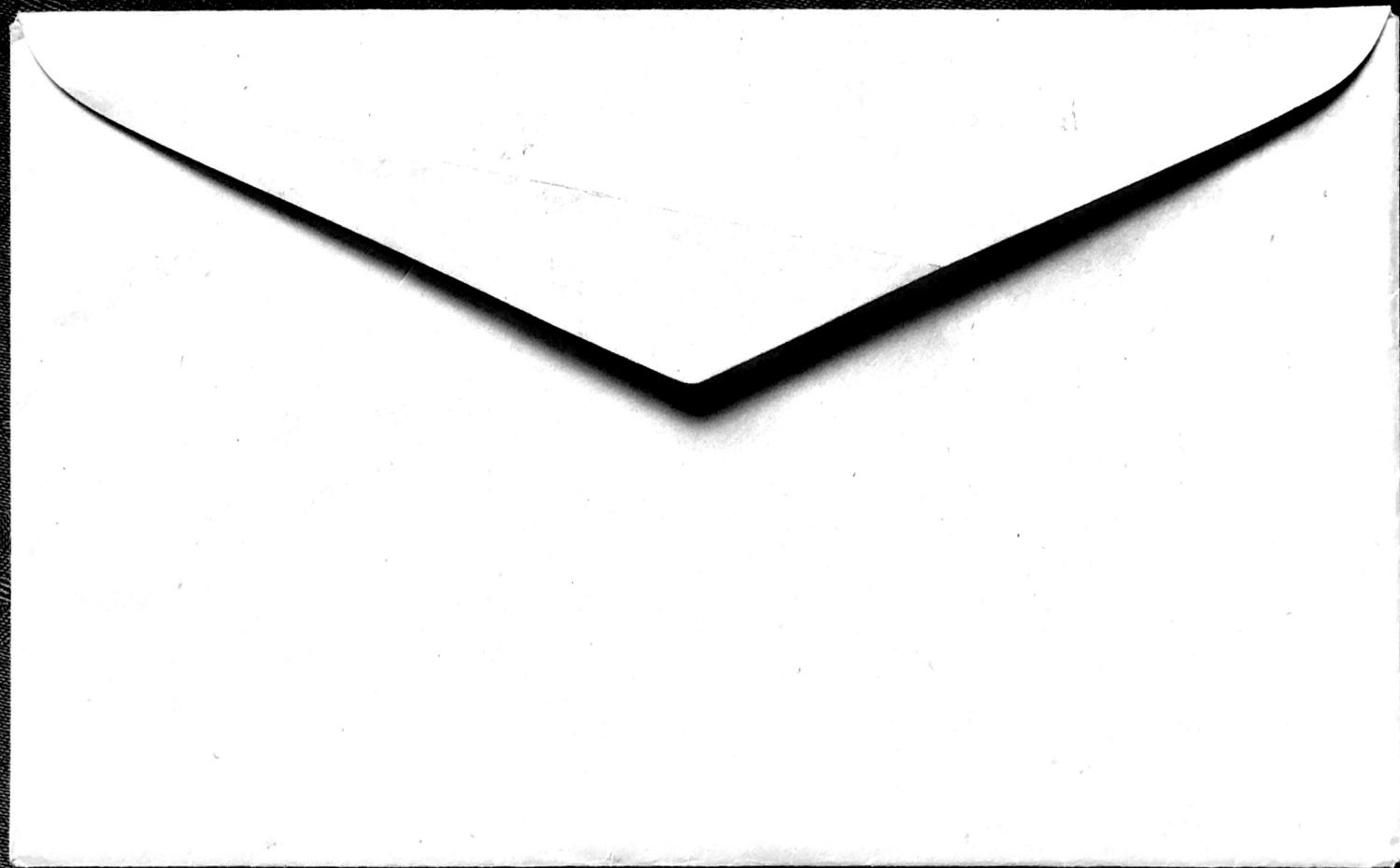
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